

2008 SI SWIMSUIT Hotter Than Ever!

- ▶ **66 Million Adult Readers (30% U.S. Coverage)**
 - 42 million Men (40% of Total Men)
 - 24 Million Women (21% of Total Women)
- ▶ **Attractive Demographic Profile**
 - 65% Male/35% Female
 - Median Age 35.7 (vs. 40.5 for Total Pop)
 - 61% College Grad (120 Index)
 - 83% Employed (111 Index)
 - Median HHI \$66,300
- ▶ **High Reader Satisfaction!**
 - 92% said they were satisfied
 - 84% claim they will definitely/probably will read the issue in 2009
- ▶ **High Reader Engagement!**
 - Time Spent Reading: 40 minutes
 - 82% said they look forward to the SI Swimsuit Issue each year
 - 81% said it is fun to find out who is on the cover
 - 80% said they enjoy learning about the destinations featured in the issue
 - 46% read/looked at the entire issue or most of the issue
 - 33% are saving issue or clipping items of interest
- ▶ **High Reader Opinion!**
 - 89% said SI Swimsuit Issue is “the best of its kind, compared to other swimsuit issues
 - 87% said the issue is presented in a classy and elegant manner
- ▶ **SI Swimsuit -- A Multi-Media Experience**



	US Pop	Issue Readers
% Who watched the Making of SI Swimsuit 2008 on TNT	7%	14%
% Who went to SI.com for additional photos	7%	13%
% Who knew SI Swimsuit model videos could be viewed on , MySpace.com, Joost.com, or Veoh.com	28%	33%
% Aware that viewed . . .	9%	17%



2008 SI SWIMSUIT Hotter Than Ever!

► High Reader Engagement!

- 88% of males look forward to the SI Swimsuit Issue every year
- 82% agreed that the SI Swimsuit Issue is presented in a classy and elegant manner
- 56% said they would discuss or show the issue with friends/relatives/co-workers – up from 49% in 2007
- 40% said they would pass the issue along to someone else
- 43% said they would save the entire issue for future reference



► High Advertising Engagement/ Advertising Opinion

- 92% agreed that the custom ads are part of the fun of the issue
- 86% agreed that the ads in the SI Swimsuit Issue are more entertaining/memorable and attention-getting than ads in issues of other men's magazines
- 86% agreed that the Swimsuit Issue is a great place to launch a new product or service
- 85% of males said they look forward to reading the issue because of its unique advertisements
- 72% said they spend more time looking at ads in the Swimsuit Issue than they normally spend reading ads in other men's magazines
- 71% said the image of an advertiser is enhanced when they see it in the SI Swimsuit Issue